

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	ELC3824
Subject Title	Professional English for Design Communication
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject aims to develop the English language and communication skills required by students to communicate effectively in the context of their future professions in social design.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none">read and analyse texts critically, identify and evaluate language used to make claims and support these with valid assumptions,conduct professional creative presentations, andwrite about design work reflectively. <p>To achieve the above outcomes, students are expected to use language and text structure appropriate to the context, select information critically, justify design strategies, and analyse the impact and significance of the designs.</p>
Subject Synopsis/ Indicative Syllabus	<p>This syllabus is indicative. The balance of the components, and the corresponding weighting, will be based on the specific needs of the students.</p> <ol style="list-style-type: none">Reading and Analyzing design text Reading intensively to investigate a particular topic and develop an in-dept understanding of social design issues. Reading critically to extract implications, identify writers assumptions and purposes, and analyse issues raised in text written from different perspectives.Creative presentation Developing and practicing the specific oral skills required to give a creative design presentation in the social design profession.Reflective writing Developing and practicing the specific written skills required to write reflectively in the social design profession.Language appropriacy Using context-sensitive language in spoken and written English.Language development Improving and extending relevant features of grammar, vocabulary and pronunciation.

Teaching/Learning Methodology	<p>The subject is designed to introduce students to the communication skills, both oral and written, that they may need to function effectively in their future professions.</p> <p>The study method is primarily seminar-based. Activities include teacher input as well as individual and group work involving drafting and evaluating texts, mini-presentations, discussions and simulations. Students will be referred to information on the Internet and the ELC's Centre for Independent Language Learning.</p> <p>Learning materials developed by the English Language Centre are used throughout this course. Additional reference materials will be recommended as required.</p>																																																				
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="443 689 1473 1171"> <thead> <tr> <th data-bbox="443 689 770 857" rowspan="2">Specific assessment methods/tasks (continuous assessment)</th> <th data-bbox="770 689 930 857" rowspan="2">% weighting</th> <th colspan="6" data-bbox="930 689 1473 790">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="930 790 1018 857">a</th> <th data-bbox="1018 790 1106 857">b</th> <th data-bbox="1106 790 1193 857">c</th> <th data-bbox="1193 790 1281 857"></th> <th data-bbox="1281 790 1369 857"></th> <th data-bbox="1369 790 1473 857"></th> </tr> </thead> <tbody> <tr> <td data-bbox="443 857 770 958">1. Reading and Analyzing Text</td> <td data-bbox="770 857 930 958">40%</td> <td data-bbox="930 857 1018 958">✓</td> <td data-bbox="1018 857 1106 958"></td> <td data-bbox="1106 857 1193 958"></td> <td data-bbox="1193 857 1281 958"></td> <td data-bbox="1281 857 1369 958"></td> <td data-bbox="1369 857 1473 958"></td> </tr> <tr> <td data-bbox="443 958 770 1037">2. Creative Presentation</td> <td data-bbox="770 958 930 1037">40%</td> <td data-bbox="930 958 1018 1037"></td> <td data-bbox="1018 958 1106 1037">✓</td> <td data-bbox="1106 958 1193 1037"></td> <td data-bbox="1193 958 1281 1037"></td> <td data-bbox="1281 958 1369 1037"></td> <td data-bbox="1369 958 1473 1037"></td> </tr> <tr> <td data-bbox="443 1037 770 1104">3. Reflective Writing</td> <td data-bbox="770 1037 930 1104">20%</td> <td data-bbox="930 1037 1018 1104"></td> <td data-bbox="1018 1037 1106 1104"></td> <td data-bbox="1106 1037 1193 1104">✓</td> <td data-bbox="1193 1037 1281 1104"></td> <td data-bbox="1281 1037 1369 1104"></td> <td data-bbox="1369 1037 1473 1104"></td> </tr> <tr> <td data-bbox="443 1104 770 1171">Total</td> <td data-bbox="770 1104 930 1171">100 %</td> <td colspan="6" data-bbox="930 1104 1473 1171"></td> </tr> </tbody> </table> <p data-bbox="443 1227 1473 1440">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: Students' oral and writing skills are evaluated through assessment tasks related to the learning outcomes. Students are assessed on the accuracy and the appropriacy of the language used in fulfilling the assessment tasks, as well as the selection and organisation of ideas.</p>							Specific assessment methods/tasks (continuous assessment)	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c				1. Reading and Analyzing Text	40%	✓						2. Creative Presentation	40%		✓					3. Reflective Writing	20%			✓				Total	100 %						
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Student Study Effort Required	Class contact:																																																				
	▪ Seminars		39 Hrs.																																																		
	Other student study effort:																																																				
	▪ Classwork-related, meeting preparation, project-related preparation and self-access work		78 Hrs.																																																		
	Total student study effort		117 Hrs.																																																		
Reading List and References	<p>Course materials</p> <p>Learning materials prepared by the English Language Centre</p> <p>Recommended readings</p> <p>Coughter, P. (2012). <i>The Art of the Pitch: Persuasion and Presentation Skills that Win Business</i>. New York: Palgrave Macmillan</p>																																																				

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- Guffey, M. E. (2010). *Essentials of business communication* (8th ed.). Mason, OH: South-Western Cengage Learning.
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- O'Driscoll, N. & Pilbeam, A. (1992). *Meetings and discussions*. Harlow, Essex: Longman.
- Reardon, K. K. (2004). *The skilled negotiator: Mastering the language of engagement*. San Francisco: Jossey-Bass.
- Roman, K. (2000). *Writing That Works: How to Communicate Effectively in Business*. Los Angeles: Collins Reference.
- Standage, T. (2013). *Writing on the Wall*. Indiana: Bloomsbury Press.
- Stiff, J. B. (2003). *Persuasive communication* (2nd ed.). New York: Guilford Press.

	<p>Thompson, L. L. (2012). <i>The mind and heart of the negotiator</i> (5th ed.). Upper Saddle River, NJ: Prentice Hall.</p>
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	<p>Ware. C. (2008). <i>Visual Thinking for Design</i>. New York: Morgan Kaufmann.</p>
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